



## **Naming Policies**

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## NAMING OPPORTUNITIES

### Purpose

This policy sets forth the criteria and procedures for the philanthropic naming of Academic Entities and Physical Entities of Butler University.

### Definitions

For purposes of this policy the following definitions shall apply:

**Academic Entity** refers to any position, department, school, program, college, center, institute, organization, unit, professorship, lectureship, or resource that may be named.

Major refers to any formally established, prominent academic unit of the university, including schools and colleges. Any organizational unit that must be approved by the Board of Trustees or by the Indiana Commission for Higher Education is a major organization. In case of doubt, an organization should be considered major.

Minor refers to a permanently established organization to which this policy applies, and which is not major. Examples include most departments, centers, institutes, clinics, laboratories (as organizations), divisions, and administrative and auxiliary units.

**Physical Entity** refers to any existing or proposed University building, building addition or physical space (interior and exterior) involving University property not named prior to implementation of this policy.

Major refers to any large or prominent facility. Examples include large or well-known structures, academic buildings, facilities that receive frequent visits by the general public; prominent interior spaces, such as a main atrium or entrance, auditorium, library, the floor of a building, a playing surface; and prominent exterior spaces, such as a street, plaza, park, quadrangle, or open atrium. In case of doubt, a facility should be considered major.

Minor refers to a facility to which this policy applies, and which is not major. Examples include small structures; facilities designed for service or incidental purposes or that are rarely visited by the general public; most interior spaces, including classrooms, offices, lounges, laboratories' physical space, and workspaces.

When naming Minor Entities, the Vice President for University Advancement will be made aware of intentions to name Academic and/or Physical Entities by way of standard gift agreement procedures and will provide final approval through the signed execution thereof.

When naming Major Entities, the Vice President for University Advancement will present potential naming to the University President and Board of Trustees for approval.

## **Naming Criteria**

Central to the opportunity for naming of Academic Entities and Physical Entities is the University's commitment to recognize:

- A. Benefactors who have made substantial financial contributions to the University. The term "benefactors" includes individuals, corporations, and other organizations.
- B. The naming of any physical or academic Entity in honor of a current or former University employee or affiliate requires Presidential approval.
- C. The traditions and history of the University that may include, but not be limited to, recognition of events, dates, organizations, places or programs.
- D. In rare instances, the University Board of Trustees has the authority and discretion to name facilities or spaces without a contribution in honor and recognition of an individual or family.
- E. All consortium-based fundraising efforts to create an honorary or memorial naming are subject to approval by the Vice President for University Advancement.

Naming any University Entity should be undertaken with concern for how the action will be viewed retrospectively and how the naming may ultimately reflect on Butler University. At all times, the University will consider all potential naming ramifications, supported by due diligence reputational research on the donor. The University retains discretion to decline a naming opportunity for any reason.

To avoid any appearance of commercial influence or conflict of interest, due diligence should be undertaken before recommending the naming of an entity that involves the name of a corporation, corporate foundation, or organization.

## **Contribution Guidelines**

In order for an Academic Entity or Physical Entity to be named based upon a contribution, the following conditions should be met:

- A. The amount of the gift will follow the contribution guidelines described and outlined in the tables below;
- B. A commitment must be documented in writing and signed by the donor, and the payment period for the commitment must comply with guidelines set forth in Butler University's Charitable Gift Policy;
- C. Naming minimums can be met in part through matching gifts but in the event the matching funds are not received, the donor is responsible for the unmet pledge balance. If the minimum is not met by the end of the pledge period, for any reason, the University reserves the right to remove the name from the space.
- D. Any exceptions to standard guidelines as outlined above will require review and approval by the Gift Policy Committee.

## Minimum Gift Levels for Naming Recognition

The following gift amounts are suggested as guidelines for the naming of Academic or Physical Entities of the University. **Final naming amounts may vary according to scale or at the discretion of the University Board of Trustees.**

<p><b>ACADEMIC ENTITY</b>          The term “Academic Entity” refers to any position, department, school, program, college, center, institute, organization, unit, professorship, lectureship, or resource that may be named.</p> <p>Generally speaking, endowed funds established to support an Academic Entity with naming recognition attached should produce annual spendable amounts equal to, or greater than, 20% of the entity’s actual or anticipated annual operating budget. It is preferred that 75% of that gift amount be placed in an endowment for the benefit of that Academic Entity.</p>	
<p><b>School or College:</b> provides perpetual support for the educational programs, activities, research endeavors and physical plant, equipment and structures associated with the school or college; can also provide for continuing maintenance and improvements to necessary infrastructures which support the educational goals and mission of the college. At the time of this policy, schools or colleges are COPHS, CCOM, LAS, JCA, COE, and LSB.</p>	<p>Minimum of \$20 million</p>
<p><b>Department:</b> supports a department at Butler University; occasionally these are termed “schools”, like the School of Music or School of Journalism. Funds are available for the director’s or department chair’s salary and for selected programs and initiatives which enhance students’ educational experiences and raise the caliber of teaching activities. Funds may also support faculty development and curriculum enhancement. Examples: History Department.</p>	<p>Minimum of \$8 million</p>
<p><b>Center or “Hub”</b> Examples include, but are not limited to, the Black Hub, Creative Writing Center, and the ONB Center for Business Excellence</p>	<p>Beginning at \$5 million</p>

<p><b>Program</b> Examples include, but are not limited to, Distinguished Speaker Series, Visiting Scholars Program, or signature arts series.</p>	<p>Beginning at \$1 million</p>
<p><b>Dean:</b> An Endowed Deanship supports an existing salary line, benefits, special programs, and initiatives of the dean of the college for which it is designated and provides discretionary funds for other expenses as appropriate. Administered by the University Provost.</p>	<p>Beginning at \$5 million</p>
<p><b>Chair:</b> An Endowed Chair supplements an existing salary line and benefits of the faculty who are appointed to these positions and provides discretionary funds for other expenses as appropriate. Administered by the Dean of the College.</p>	<p>Beginning at \$2 million</p>
<p><b>Faculty Excellence Fund:</b> An Endowed Faculty Excellence Fund provides support for leadership development, teaching excellence and research, and scholarly engagement for an outstanding faculty member selected by University leadership. Administered by the Dean of the College.</p>	<p>Beginning at \$100,000</p>
<p><b>Endowed Scholarship:</b> A named Endowed Scholarship supports educational expenses of a current Butler student(s).</p>	<p>Beginning at \$50,000</p>
<p><b>Endowed Funds:</b> A named Endowed Fund provides non-scholarship support to a University academic or athletic department, program, unit, etc.</p>	<p>Beginning at \$50,000</p>
<p><b>Current Use Fund:</b> A named current Use Fund provides support to a University academic or athletic department, program, unit, etc. May also be established as a scholarship fund. These funds are generally not invested and are meant to be spent down over a period of time.</p>	<p>Beginning at \$25,000</p>
<p><b>Annual Scholarship:</b> An annual named scholarship provides budget-informing support to a college or athletics. Contributions received in a given fiscal year will be awarded the next academic year.</p>	<p>Beginning at \$10,000</p>

## PHYSICAL ENTITY

The term “Physical Entity” refers to any existing or proposed University building, building addition or physical space (interior and exterior) involving University property not named prior to implementation of this policy.

**New Construction:** A minimum of one-third of the total project cost to name a new building or an addition to an existing facility, or an amount approved by the President and the Board of Trustees. Whenever possible, 10% of gift should be placed in an endowment to support ongoing operating and maintenance of the building.

**Renovation:** A minimum of one-third of the total project cost for naming a renovated space of an existing facility, or an amount approved by the Vice President of Advancement.

**Existing Building:** A minimum of one-third of the replacement value as determined by the Gift Policy Committee, including the Vice President for Advancement and the Vice President for Finance & Administration.

### **Other minor spaces:**

Guideline naming amounts for classrooms, laboratories, lecture halls, lobbies, or similar physical spaces will vary according to scale. Use of room, size, and prominence on campus will determine the value of the space. **University policy does not permit the naming of exterior finishes such as bricks, benches, landscape design, statues, or trees.**

## **Endowed Deanship and Chair Administrative Guidelines**

Endowed chairs and deanships will be administered by the University Provost, at the direction of the University President. Eligibility and terms are subject to periodic review and revision by the Provost, unless otherwise directed by the Donor. Endowment spending from chair and deanship endowment funds will follow the University's endowment spending policy.

### **Recognition**

Appropriate signage will be provided by the University to recognize naming gifts for Physical Entities. University Advancement shall direct and approve signage for all named spaces in an effort to maintain consistency across campus. Any campus-wide updates needed after such naming will be coordinated by the Office of University Advancement.

Additional "recognition signage" (e.g. a framed bio about the honoree of a naming opportunity) may be created and placed at the discretion of the Unit housed within the space in consultation with University Advancement. For instances in which a corporation names a Physical Entity, signage shall always adhere to Butler University's co-branding guidelines.

When an Academic or Physical Entity is named, the University owns all rights of publicity, advertising, and any use of the Name in promotional, instructional, and advertising materials in any medium, including but not limited to: print, film, video, radio, the internet and/or any other form or method of communication.

Policy prohibits external organizations from placing their own signage or markers on campus property.

### **Agreement Process and Signatories**

In order to finalize a gift agreement with a related naming recognition, a donor must select a space to name. Such gift agreements must include a space, a gift amount, and, whenever possible, the donor's desired wording for signage based upon standard signage options/character limits.

Any naming gift agreement requiring the approval of the Board of Trustees will be signed by the President of the University.

Any capital naming agreement establishing a new fund will be signed by the Vice President of Finance and Administration.

Any scholarship naming agreement will be signed by the Vice President of Enrollment Management.

## **Duration and Modification of Naming**

- A. The duration of a benefactor's or honoree's name on any Academic or Physical Entity ordinarily continues for as long as the Entity is used in the same manner or for the same purpose for which the naming occurred.
- B. Upon demolition, replacement, substantial renovation, re-designation of purpose, or similar modification of a named Academic Entity or Physical Entity, the Vice President for University Advancement may deem that the naming conditions be revisited in accordance with the guidelines below:
  - 1. The appropriate University representative will make all reasonable efforts to inform the original benefactors or honorees or their surviving family members in advance of any space changes for naming gifts.
  - 2. The University may, but is not required to, provide for the appropriate perpetuation of the previous name. Perpetuation of the original name in an equivalent naming is not required unless specifically stated in a signed gift agreement. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new or renovated facilities.
- C. Term Naming: Term naming opportunities will be reviewed and approved on a case-by-case basis by the Gift Policy Committee.
- D. Benefactor or Honoree Name Changes: If a benefactor or honoree requests a change to the name of an Academic Entity or Physical Entity (e.g. due to divorce or corporate merger), the University will consider the request. If approved, all replacement signage and other related costs shall be made at the donor's or honoree's expense.

## **Revoking Names on Academic Entities or Physical Entities**

- 1. The University reserves the right to remove the Name from the Entity if the University Board of Trustees determines, in its reasonable discretion, that (a) the Donors do not complete their financial commitment as outlined in Paragraph 1, (b) the Name is contrary to law, (c) the Donors' actions are of such significant moral turpitude to create negative publicity of a magnitude and duration so as to materially affect the University's reputation.
  - a. In no event will either party make oral or written representations to the media concerning the exercise of this right. In the unfortunate event the rights of this paragraph are exercised, the Donors and the University agree that:



- i. Funds given by the Donors to the Fund shall not be returned to the Donors, and
- ii. Funds given as part of the Gift may be used to cover any usual and customary expenses associated with the rebranding of the Building, and
- iii. Money already placed in the Fund may continue to be used for the original purpose stated herein, and
- iv. The Donors shall not be obligated to satisfy any remaining payments due under Paragraph 1 to complete funding of the Gift.

### **Arbitration**

Any circumstances not addressed herein will be reviewed and decided at the discretion of the Vice President of University Advancement. This may include, but is not limited to, questions of non-philanthropic naming opportunities.